

OVERVIEW OF VERMONT EDUCATION, OUTREACH AND ENROLLMENT STRATEGY

January 18, 2007

Goal: To develop and implement a comprehensive, integrated and aggressive education, outreach and enrollment strategy:

- across a continuum of solutions for the uninsured,
- using a unified multi-stakeholder campaign,
- with specialized interventions for specific uninsured populations, and
- targeted at multiple stakeholders (health care providers, community-based providers, grass-roots organizations, advocate organizations, state employees, employers)

KEY ELEMENTS OF COMPREHENSIVE STRATEGY

OUTREACH AND ENROLLMENT STEERING COMMITTEE: to guide and inform outreach and enrollment efforts (see attached membership list)

HEALTH CARE MARKETING FIRM CONTRACT TO DEVELOP:

- ✓ A broad-based, compelling message that conveys to all Vermonters why it is important to have health insurance coverage;
- ✓ Coordination of the broad message with education, outreach and enrollment activities that are nuanced to address targeted populations, including 1) specific uninsured sub-populations (using the 2005 Vermont Family Health Insurance Survey data), and 2) partners who can assist with the coverage efforts (e.g., employers, health care providers, human services providers and other community organizations, schools, the faith community).
- ✓ Promotion of all available insurance products and subsidies, including private market options.
- ✓ Possible re-branding of existing public health programs along with new public programs into one.
- ✓ A staged-approach marketing campaign to maximize enrollment efforts targeted at specific population groups
- ✓ Use of health literacy research, such as that produced by the Harvard School of Public Health, to inform our efforts

REVISIONS TO CURRENT ENROLLMENT TOOLS: The above must be coupled with the tools needed for effective screening and enrollment, including shifting

FROM

Current relatively passive approach:

Examples:

- ✓ using brochures,
- ✓ 1-800 number,
- ✓ paper applications and
- ✓ office-based staff

TO

Pro-active and consumer-friendly approach:

Examples:

- ✓ all of above, plus
- ✓ one-to-one and community-based outreach,
- ✓ user-friendly web-based screening tools,
- ✓ simplified application forms,
- ✓ ability to track application status and change in eligibility over time to prevent program drop-out, etc.

OUTREACH AND ENROLLMENT COORDINATOR to facilitate the interface between all of the above activities.